

## Board Appointments

**SYDNEY, AUSTRALIA, 5 July 2022** - Skyfii Limited (ASX:SKF) (Skyfii or the Company), an omnidata intelligence company, is pleased to announce the appointments of Mr Mark Devadason and Mr Bob Alexander as Non-Executive Directors, effective immediately.

Mr Mark Devadason has more than 30 years of international banking and leadership experience across corporate, private banking and broad-based sustainability work. Marks' experiences include CEO and leadership roles in wholesale banking across Oceania and Asia Pacific. From 2010 to 2016, Mark was Global Head of Sustainability at Standard Chartered where he was in charge of the Group's overall sustainability agenda, and the bank's responsible banking practices. Mark is also a Non-Executive Director of Melbourne based mutual bank, Bank First and an executive coach and mentor with Stephenson Mansell Group.

Mr Bob Alexander is an experienced Non-Executive Director, previously holding board and advisory roles in the technology solution, intellectual property and digital media and advertising industries. Bob was a Non-Executive Director and Chairman of the Audit & Risk Committee for former ASX-listed software company, The Citadel Group Limited, as well as Xenith IP Group Limited and QMS Media Limited. Bob has more than 35 years of commercial finance and operations experience in senior executive roles in Australia and internationally.

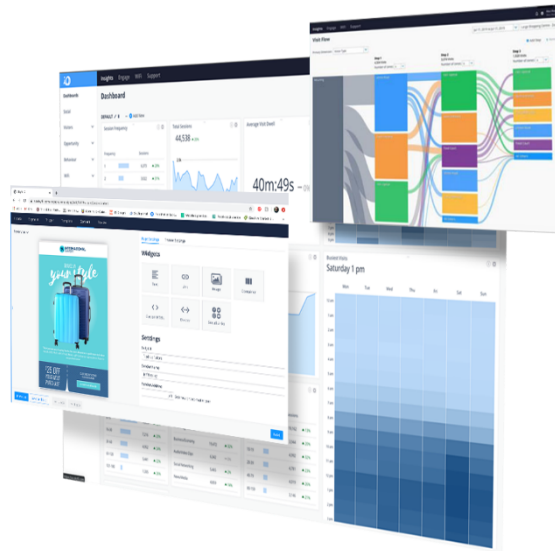
**Commenting on the appointments, Andrew Johnson, Skyfii Chairman said:** "I would like to welcome Mark and Bob to Skyfii and we see their appointment as an important step forward for Skyfii as we look to deliver another successful year of growth. Bob's experience in technology solutions and digital media and Mark's proven leadership and geographically diverse background in banking, finance and sustainability further diversifies the skill set and background of the Skyfii Board. Bob and Mark, along with our other Non-Executive Directors and our Senior Management team led by Wayne and John, provide a deep and extensive background to guide the Company on our next phase of growth. I would like to welcome both Mark and Bob to Skyfii."

## About Skyfii

Skyfii helps organisations activate the power of their data through technology & human ingenuity, to find new ways to optimise the spaces where we live, work, shop, travel & play.

Skyfii's IO platform unifies your data points on one proprietary platform to give you the insights needed to solve the complex challenges of your present and future.

We ingest data from a diverse range of technologies including WiFi, Camera, People counting, LiDAR, CCTV and IoT devices. We combine these datasets with contextual data like weather, retail sales and sociodemographic to improve operational performance for retailers, airports, stadiums, smart cities and other public and commercial venues.



Skyfii further augments insights generated by the IO Platform with its Data & Marketing Services offering: A team of data science and digital marketing consultants who help our clients harness more value from their data.

This announcement has been approved by Skyfii Limited's CEO.

Learn more at [www.skyfii.io](http://www.skyfii.io) or follow Skyfii updates at <https://au.linkedin.com/company/skyfii>

### Media

John Rankin  
Chief Operating Officer  
P: +61 2 8188 1188  
E: [john.rankin@skyfii.com](mailto:john.rankin@skyfii.com)

### Investors

Craig Sainsbury  
Market Eye  
P: +61 428 550 499  
E: [craig.sainsbury@marketeye.com.au](mailto:craig.sainsbury@marketeye.com.au)